

So, you are pitching to win new business...

TOP TIPS TO STAND OUT FROM THE REST

Pitch, present & persuade



Ten common mistakes when pitching

If your client is seeing a number of potential suppliers, how do you stand out from the crowd? Drawn from our experience coaching pitch teams, here are the mistakes others make:

Mistakes

1. Not researching the client

No more generic pitches. Know what matters to that client. Engage with them.



2. Over-reliance on "presentations"

YOU are the presentation. Don't let your document drive the meeting.



3. Too much focus on you

Put the client at the centre of attention. Have a dialogue. Take notes and check that you really understand their issues.



4. Not clear enough

Simplify to make it persuasive. If your pitch is complex, what is it like working with you?



5. All facts, no interpretation

Facts get forgotten, stories get repeated. What stories will get told about you?



6. Selective

Be honest and open. If you messed up, explain why – and what is different now.



7. Head, not heart

Clients are human too. Show what it will be like working with you.



8. Half-hearted performance

Get trained to be as exciting as your product or service – it's not hard. All the best teams use coaching.



9. Lack of practice

Be on top form before your first meeting. Use outsiders to perfect the story.



10. Poor follow-up

The first meeting is the just the start. Don't play hard-to-get; don't stalk.



Pitch preparation – step by step

Based on 10 years experience supporting pitch teams, we have developed a simple but rigorous approach to putting together a great pitch. The highlights include:

Best Practice

1. Do you really know this client?

E.g. who's who, how they make decisions, what's happened recently, what they think of you? Do your research properly.



2. Have you addressed all their concerns?

What really matters to them? E.g. operational quality, risk vs. return, status, being seen to succeed etc.



3. What is your elevator pitch?

If you have a powerful 30 second elevator pitch then you are more likely to get your full story right.



4. What are your key messages?

Build your story around a few main messages. Edit, edit, edit until you have a lean mean pitch.



5. Do you have a clear pitch structure?

Make it easy to understand. Powerful intro, a few key points, interactive from the beginning. Simple compelling structure.



6. What questions could they ask you?

Identify all the tough questions. And practice your answers. Learn techniques for handling the unexpected.



7. What questions do you ask them?

Show insight through your questions. Show you care.



8. Have you rehearsed properly?

"I always pitch better without rehearsing." is a lie. Practice with experts and use video feedback. Be the best.



How to improve your pitch win rate

Talk to us.

We help organisations look and sound better when pitching to clients and investors.

If you want experts to review your pitch, develop great pitch material, improve your preparation and get the best performance out of your team, then we can help.

Our expertise is demonstrated by our work with FTSE 100 firms, magic circle law firms, private equity, hedge funds, charities and the top PR agencies. See our client list at www.benjaminball.com/clients

We help you develop your pitch, structure the meeting, design your materials and improve how you prepare for pitches. We rehearse you fully so that you are confident and persuasive.

CALL US BEFORE YOUR NEXT IMPORTANT MEETING

Contact Louise Angus or Benjamin Ball

0845 676 9766 or +44 20 7193 0130

